



# **California Workforce Investment Board**

## **High Wage – High Growth Jobs Special Committee**

### **Agenda Packet**



**Monday**  
**March 14, 2005**  
**10:00 a.m. –3:00 p.m.**  
*City of Oakland, City Council Chambers*  
*1 Frank H. Ogawa Plaza*  
*Oakland, California*



**CALIFORNIA WORKFORCE INVESTMENT BOARD**  
**High Wage – High Growth Jobs Special Committee**



Lawrence Gotlieb  
Chairman

Christine Essel  
Vice Chair

**City of Oakland, City Council Chambers**  
**1 Frank H. Ogawa Plaza**  
**Oakland, California**  
**Monday, March 14, 2005**  
**10:00 a.m. – 3:00 p.m.**

Arnold Schwarzenegger  
Governor

Paul Gussman  
Acting Executive Director

Stated time of meeting conclusion is approximated; meeting may end earlier or later  
subject to completion of agenda items and/or approved motion to adjourn.

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**AGENDA**

**1. Welcome, Introductions, and Purpose of Meeting**

**2. Discussion of Proposed Committee Charge**

**3. Findings from the Regional Economies Project: How the Regional Economies Project Helps us Understand Opportunities for High Wage-High Growth Jobs in Three Occupational Clusters**

**4. Discussion of Selected Issues from the DOL Planning Guidance**

These topics will assist the Board and the Governor in development of the state's vision, priorities, and strategies for attracting, growing, and retaining high growth-high wage businesses and industries in California.

- a. Identify the key elements of a demand-driven workforce development system that supports economic and workforce development in high growth-high wage sectors and occupations, including key points of investment for state government.
- b. Based on an understanding of the California economy and labor market, address how California's workforce investment system can best prepare workers to contribute to business innovations.
- c. Identify the key issues for improving business services in California. What are the system's priorities? Include strategies for incorporating the needs of small businesses into the workforce development system.
- d. Address how the state and local Boards can promote understanding and acceptance of the value of demand-driven investments in workforce development.

**5. Public Comment**

**6. Next Steps**

In order for the Committee to provide an opportunity for interested parties to speak at the public hearings, public comment may be limited. Written comments provided to the California Workforce Investment Board must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply.

Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least five days prior to the meeting. TTY line: (916) 324-6523.

For further information, you can visit the California Workforce Investment Board website at: [www.calwia.org](http://www.calwia.org).

**Welcome, Introduction, and Purpose of the meeting**

- **T. Warren Jackson, Committee Chair**

The California Workforce Investment Board High-Wage/ High-Growth Special Committee was one of three Special Committees established at the February 17, 2005 State Board Meeting. Its initial priority is to assist the State Board and the Governor in the development of a new two-year Workforce Investment Act Strategic Plan for California. The agenda for this public meeting of the Special Committee is based on elements of the Planning Guidance and Instruction for Submission of Two Years of the Strategic Five-Year State Plan for Title 1 of the Workforce Investment Act of 1998 and the Wagner Peyser Act (See **Appendix A** to access complete document).

**Discussion of Proposed Committee Charge**

### **PROPOSED COMMITTEE CHARGE**

Historically, much of California's competitive economic edge has been due to the state's capacity to attract and grow innovative, cutting-edge businesses. In order to succeed and expand, such businesses need to be able to hire candidates that are prepared to assume creative, often technically demanding jobs. This committee will focus its efforts on addressing key issues for workforce investment in areas that will result in a workforce ready, willing, and able to assume positions in sectors that are creating and maintaining high wage, high-skill jobs. This also assumes that many of these opportunities do and will occur in small business start-ups, where initial labor demand may be minimal, but becomes key to future growth and business success.

- How can California attract innovative, cutting-edge industries?
- How can California develop a workforce ready for creative, technically demanding jobs?
- How can California incorporate the workforce needs of small businesses looking to grow?

**Finding from the California Regional Economies Project: How the California Regional Economies Project Helps Us to Understand Opportunities for High Wage – High Growth Jobs in three Occupational Clusters.**

- **Janet Maglinte, Program Specialist, California Labor and Workforce Development Agency, California Economic Strategy Panel**

### **Discussion of Selected Issues from the DOL Planning Guidance**

These topics will assist the Board and the Governor in development of the state's vision, priorities, and strategies for attracting, growing, and retaining high wage-high growth businesses and industries in California.

- A. Identify the key elements of a demand-driven workforce development system that supports economic and workforce development in high growth-high wage sectors and occupations, including key points of investment for state government.
- B. Based on an understanding of the California economy and labor market, address how California's workforce investment system can best prepare workers to contribute to business innovations.
- C. Identify the key issues for improving business services in California. What are the system's priorities? Include strategies for incorporating the needs of small businesses into the workforce development system.
- D. Address how the state and local Boards can promote understanding and acceptance of the value of demand-driven investments in workforce development.

## **Discussion of Selected Issues from the DOL Planning Guidance**

- A. Identify the key elements of a demand-driven workforce development system that supports economic and workforce development in high growth-high wage sectors and occupations, including key points of investment for state government.

**Background Material** - The following documents are provided for background purposes and do not necessarily represent or reflect state findings and policy.

### **Enhancing Competitiveness: A Review of Recent State Economic Development Initiatives** by Marilyn Baird, National Governor's Association

*States launched a variety of economic development initiatives over the last year, despite limited resources available for new programs. Most initiatives aimed to improve job growth and job quality. With no new money to spend on development grants, tax incentives, or infrastructure improvements that might spur short-term employment, governors turned to strategies to build the skills of the workforce, improve the innovative capacity of their regions, and enhance their states' ability to compete in the world marketplace over the long term.*

See **Appendix B** to access complete document

### **Innovation, Productivity, and California's Prosperity**

-Prepared for the California Regional Economies Project by Collaborative Economics, Inc. with assistance from Center for the Continuing Study of the California Economy

*"Innovation is the key source of productivity growth and productivity is key to long-term prosperity." The focus of this monograph is the need for both critical investments that add to productivity and support innovation, as well as policy reforms that will reduce the cost of doing business. It emphasizes the need for a commitment to a pro-innovation, high-productivity economic strategy that promotes a healthy business climate and shared prosperity for all of its people.*

See **Appendix C** to access complete document



## **Discussion of Selected Issues from the DOL Planning Guidance**

- B. Based on an understanding of the California economy and labor market, address how California's workforce investment system can best prepare workers to contribute to business innovations.

**Background Material** - The following documents are provided for background purposes and do not necessarily represent or reflect state findings and policy.

### **Creating a Workforce Transition System in California**

-Prepared for the California Regional Economies Project by Collaborative Economics, Inc. with assistance from Center for the Continuing Study of the California Economy and JK, Inc.

*"California faces a set of fundamental challenges requiring a state and regional system that supports continuous workforce transition, not one-time preparation or retraining." This monograph identifies the need for a workforce transition system capable of addressing the transformation of both workforce demand and supply-the acceleration of technology change and globalization, the occupational restructuring in response to these changes, and the demographic trends that are shaping the pool of available workers-and makes recommendations for transitioning the current system into a workforce transition system. "An effective workforce transition system must mirror the competitive environment facing firms, economies, and workers today: it must be cluster-centered, knowledge-driven, focused on continuous learning of the workforce, and flexible enough to respond rapidly to new opportunities and challenges."*

See **Appendix D** to access complete document

The following Attachments provide additional information about

- The State's leading industry sectors (the demand side) (**Attachment 1**)
- The State's changing demographics (the supply side) (**Attachment 2**)
- A comparison of growing occupations in California that relate "Fastest Growing" and "Largest Growing" to "Education and Training Level" (**Attachment 3**)

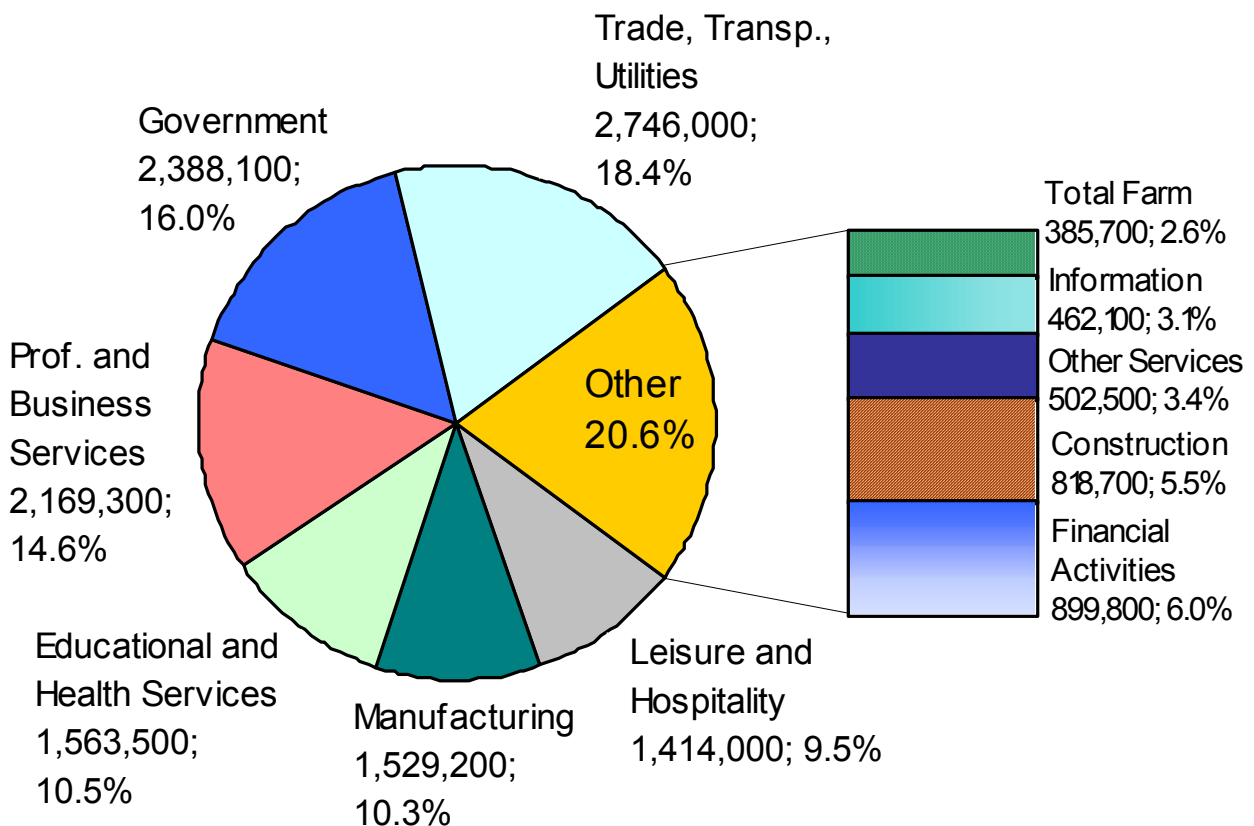
## California Workforce Investment Board High Wage/ High Growth Special Committee

Below is a chart indicating the total employment level by industry sector for year ending 2004. This information is derived from payroll employment levels reported to the Employment Development Department. The employment levels have been seasonally adjusted.

Eleven industry sectors are represented.

### Total Employment in California by Industry Sector, 2004

(Annual Averages based on Preliminary December 2004 Data)



**California Workforce Investment Board  
High Wage/ High Growth Special Committee**

| <b>DEMOGRAPHICS OF CALIFORNIA LABOR POOL<br/>WORKING AGED POPULATION (AGE 16 &amp; OVER)<br/>2005 AND 2015</b> |                                   |                                  |                                   |                                  |
|--|-----------------------------------|----------------------------------|-----------------------------------|----------------------------------|
| <b>Demographic</b>   | <b>Number of<br/>Persons-2005</b> | <b>Percentage of<br/>Persons</b> | <b>Number of<br/>Persons-2015</b> | <b>Percentage of<br/>Persons</b> |
| <i><b>Ethnicity/Race</b></i>   |                                   |                                  |                                   |                                  |
| <b>White</b>   | 13,213,585                        | <b>47%</b>                       | 12,729,596                        | <b>39%</b>                       |
| <b>Hispanic</b>  | 9,135,730                         | <b>32%</b>                       | 12,193,251                        | <b>38%</b>                       |
| Asian  | 3,362,820                         | 12%                              | 4,278,145                         | 13%                              |
| Black  | 1,852,514                         | 7%                               | 2,179,454                         | 7%                               |
| All Others   | 777,043                           | 3%                               | 1,147,722                         | 4%                               |
| Total  | 28,341,692                        | 100%                             | 32,528,168                        | 100%                             |
| <i><b>Age</b></i>  |                                   |                                  |                                   |                                  |
| 16-24  | 4,852,511                         | 17%                              | 5,304,543                         | 16%                              |
| <b>25-54</b>   | 15,971,506                        | <b>56%</b>                       | 17,107,091                        | <b>53%</b>                       |
| 55 and older   | 7,517,675                         | 27%                              | 10,116,534                        | 31%                              |
| Total  | 28,341,692                        | 100%                             | 32,528,168                        | 100%                             |

## California Workforce Investment Board High Wage/ High Growth Special Committee

### Comparison of Growing Occupations in California Base Year 2002 to Projected Year 2012

| <b>Fastest Growing*<br/>(Percentage Growth)</b>   | <b>Education / Training<br/>Level</b> | <b>Largest Growing*<br/>(Adding the Most Jobs)</b>  |
|---|---------------------------------------|---|
| Helpers--Painters, Paperhangers, Plasterers, and Stucco Masons<br>(44.4% or 2,800 jobs)     | <b>Short-term</b>                     | Retail Salespersons (77,800 jobs)   |
| Home Health Aides (44.4% or 17,000 jobs)  | <b>on-the-job training</b>            | Combined Food Preparation and Serving Workers, Including Fast Food (62,200 jobs)                |
| Personal and Home Care Aides (36.1% or 11,400 jobs)   | <b>(one month or less)</b>            | Cashiers (61,900 jobs)  |
| Combined Food Prep and Serving Workers,<br>Including Fast Food (28.9% or 62,200 jobs)       |                                       | Waiters and Waitresses (50,900 jobs)  |
| Helpers--Carpenters (28.6% or 2,400 jobs)   |                                       | Office Clerks, General (46,200 jobs)  |
| Dental Assistants (57.1% or 24,400 jobs)  | <b>Moderate-term</b>                  | Customer Service Representatives (47,300 jobs)  |
| Tapers (56.5% or 5,200 jobs)  | <b>on-the-job-training</b>            | Sales Reps, Wholesale and Manufacturing, Except Technical and Scientific Products (39,500 jobs) |
| Drywall and Ceiling Tile Installers (56% or 15,000 jobs)                                    | <b>(one to 12 months)</b>             | Construction Laborers (29,100 jobs)   |
| Medical Assistants (46% or 23,300 jobs)   |                                       | Truck Drivers, Heavy and Tractor-Trailer (29,000 jobs)  |
| Carpet Installers (40.4% or 3,800 jobs)   |                                       | Dental Assistants (24,400 jobs)   |
| Tile and Marble Setters (55.8% or 4,800 jobs)   | <b>Long-term</b>                      | Carpenters (35,300 jobs)  |
| Plasterers and Stucco Masons (43.6% or 7,200 jobs)  | <b>on-the-job-training</b>            | Police and Sheriff's Patrol Officers (25,900 jobs)  |
| Heating, A/C, and Refrigeration Mechanics and Installers (39.3% or 4,600 jobs)              | <b>(12 months or more)</b>            | Maintenance and Repair Workers, General (25,000 jobs)   |
| Cement Masons and Concrete Finishers (39.1% or 9,300 jobs)                                  |                                       | Cooks, Restaurant (21,200 jobs)   |
| Police and Sheriff's Patrol Officers (34.3% or 25,900 jobs)                                 |                                       | Electricians (18,300 jobs)  |
| Self-Enrichment Education Teachers (47.9% or 11,600 jobs)                                   | <b>Work experience</b>                | First-Line Supervisors/Managers of Retail Sales Workers (24,800 jobs)                           |
| Vocational Education Teachers, Postsecondary (41.1% or 7,200 jobs)                          | <b>in a related occupation</b>        | First-Line Supervisors/Managers of Food Preparation and Serving Workers (15,000 jobs)           |
| Detectives and Criminal Investigators (30.1% or 2,800 jobs)                                 |                                       | First-Line Supervisors/Managers of Construction Trades and Extraction Workers (12,300 jobs)     |
| First-Line Supers/Mgrs of Construction Trades and Extraction Workers (26.2% or 12,300 jobs) |                                       | Self-Enrichment Education Teachers (11,600 jobs)  |
| First-Line Supervisors/Managers of Non-Retail Sales Workers (24.7% or 8,900 jobs)           |                                       | First-Line Supervisors/Managers of Office and Administrative (11,600 jobs)                      |

## California Workforce Investment Board High Wage/ High Growth Special Committee

| <b>Fastest Growing*<br/>(Percentage Growth)</b>  | <b>Education / Training<br/>Level</b>                       | <b>Largest Growing*<br/>(Adding the Most Jobs)</b>   |
|--|---|--|
| Fitness Trainers and Aerobics Instructors (48.8% or 11,700 jobs)<br>Surgical Technologists (36% or 3,100 jobs)<br>Emergency Medical Technicians and Paramedics (32.1% or 4,400 jobs)<br>Gaming Dealers (27.9% or 1,900 jobs)<br>Security and Fire Alarm Systems Installers (27.5% or 1,400 jobs)   | <b>Postsecondary<br/>vocational training</b>                | Automotive Service Technicians and Mechanics (16,600 jobs)<br>Licensed Practical and Licensed Vocational Nurses (12,600 jobs)<br>Fitness Trainers and Aerobics Instructors (11,700 jobs)<br>Welders, Cutters, Solderers, and Brazers (5,600 jobs)<br>Bus and Truck Mechanics and Diesel Engine Specialists (4,600 jobs)    |
| Dental Hygienists (57.8% or 9,600 jobs)<br>Medical Records and Health information Technicians (41.3% or 6,200 jobs)<br>Respiratory Therapists (39.4% or 3,700 jobs)<br>Registered Nurses (28.2% or 56,800 jobs)<br>Biological Technicians (27.6% or 1,600 jobs)                                    | <b>Associate degree</b>                                     | Registered Nurses (56,800 jobs)<br>Computer Support Specialists (15,800 jobs)<br>Dental Hygienists (9,600 jobs)<br>Medical Records and Health Information Technicians (6,200 jobs)<br>Paralegals and Legal Assistants (5,700 jobs)   |
| Network Systems and Data Communications Analysts (55.7% or 11,300 jobs)<br>Computer Software Engineers, Systems Software (43% or 22,400 jobs)<br>Database Administrators (41.9% or 5,700 jobs)<br>Occupational Therapists (41% or 2,500 jobs)<br>Personal Financial Advisors (40.7% or 5,000 jobs) | <b>Bachelor's degree</b>                                    | Elementary School Teachers, Except Special Education (31,300 jobs)<br>Computer Software Engineers, Applications (29,800 jobs)<br>Secondary School Teachers, Except Special and Vocational Education (25,200 jobs)<br>Computer Software Engineers, Systems Software (22,400 jobs)<br>Accountants and Auditors (21,600 jobs) |
| Computer and Information Systems Managers (35.3% or 12,700 jobs)<br>Management Analysts (34.3% or 18,300 jobs)<br>Sales Managers (34.1% or 14,000 jobs)<br>Education Administrators, Postsecondary (29.2% or 1,900 jobs)<br>Medical and Health Services Managers (28.1% or 4,800 jobs)             | <b>Bachelor's degree or higher<br/>plus work experience</b> | General and Operations Managers (42,900 jobs)<br>Management Analysts (18,300 jobs)<br>Sales Managers (14,000 jobs)<br>Computer and Information Systems Managers (12,700 jobs)<br>Financial Managers (11,800 jobs)  |
| Art, Drama, and Music Teachers, Postsecondary (44.3% or 2,700 jobs)<br>Health Specialties Teachers, Postsecondary (43.1% or 2,200 jobs)<br>Physical Therapists (42.9% or 4,800 jobs)   | <b>Master's degree</b>                                      | Market Research Analysts (4,900 jobs)<br>Physical Therapists (4,800 jobs)<br>Clinical, Counseling, and School Psychologists (3,300 jobs)   |

## California Workforce Investment Board High Wage/ High Growth Special Committee

Speech-Language Pathologists (29.7% or 1,900 jobs)  
Mental Health and Substance Abuse Social Workers (28.6% or 2,400 jobs)

Educational, Vocational, and School Counselors (3,200 jobs)  
Art, Drama, and Music Teachers, Postsecondary (2,700 jobs)

**Fastest Growing\***  
**(Percentage Growth)**

**Education / Training**  
**Level**

**Largest Growing\***  
**(Adding the Most Jobs)**

English Language and Literature Teachers, Postsecondary (41.5% or 2,200 jobs)  
Medical Scientists, Except Epidemiologists (34.7% or 3,400 jobs)

**Doctoral degree**

Medical Scientists, Except Epidemiologists (3,400 jobs)  
English Language and Literature Teachers, Postsecondary (2,200 jobs)

Pharmacists (32.9% or 6,800 jobs)  
Lawyers (23.2% or 13,400 jobs)  
Family and General Practitioners (19.6% or 1,800 jobs)  
Dentists (19.2% or 2,000 jobs)

**First professional degree**

Lawyers (13,400 jobs)  
Pharmacists (6,800 jobs)  
Dentists (2,000 jobs)  
Family and General Practitioners (1,800 jobs)

\* Excludes "All Other" categories and occupations with employment less than 5,000 in 2002.

Source: State of California, Employment Development Department  
Labor Market Information Division, (916) 262-2162

## **Discussion of Selected Issues from the DOL Planning Guidance**

- C. Identify the key issues for improving business services in California. What are the system's priorities? Include strategies for incorporating the needs of small businesses into the workforce development system.

**Background Material** - The following documents are provided for background purposes and do not necessarily represent or reflect state findings and policy.

### **Conditions of Competitiveness of California's Economy**

-Prepared for the California Regional Economies Project by Center for the Continuing Study of the California Economy

*"There is broad agreement among business leadership organizations that increased public investment and quality of life are significant components of any strategy to increase California's competitive edge. However, there are two 'big picture' conflicts in coming to consensus on policies to increase (that) edge." This monograph explores the qualities that make a regional and state economy attractive for basic industry job growth. It discusses policies that support long-term economic growth and increasing California's competitive edge, how perspectives on this differ, and the associated challenges.*

See **Appendix E** to access complete document

## **Discussion of Selected Issues from the DOL Planning Guidance**

- D. Address how the state and local Boards can promote understanding and acceptance of the value of demand-driven investments in workforce development.

**Background Material** - The following documents are provided for background purposes and do not necessarily represent or reflect state findings and policy.

### **Governor's Principles to Ensure Workforce Excellence Policy** National Governor's Association

*[1.2.6] Integral Role of the Private Sector. Workforce development has two major groups of customers—workers (both current and future) and businesses. Although WIA made strides in recognizing the needs of businesses, work remains to ensure that businesses are fully engaged in the law. Federal policy should not undermine the vast investment that private sector businesses have made to train workers. Also, federal initiatives should be designed to support state-based programs, particularly state efforts to build partnerships with business. Federal WIA policy should support strong public/private partnerships and provide Governors the authority to build these partnerships to ensure an adequate supply of high-growth industries and occupations. Federal efforts should be designed to support state-based programs, including state efforts to partner with businesses.*

See **Appendix F** to access complete document



**Public Comment**

**Next Steps**

- **T. Warren Jackson, Committee Chair**

**Appendix A: State Planning Guidance** - United States Department of Labor, Employment and Training Administration

[http://www.doleta.gov/usworkforce/wia-planning-guidance/pdf/Complete\\_Package\\_Unified.pdf](http://www.doleta.gov/usworkforce/wia-planning-guidance/pdf/Complete_Package_Unified.pdf)

**Appendix B: Enhancing Competitiveness: A Review of Recent State Economic Development Initiatives** by Marilyn Baird, National Governor's Association

[http://www.nga.org/center/divisions/1,1188,C\\_ISSUE\\_BRIEF^D\\_7817,00.html](http://www.nga.org/center/divisions/1,1188,C_ISSUE_BRIEF^D_7817,00.html)

**Appendix C: Innovation, Productivity, and California's Prosperity**

-Prepared for the California Regional Economies Project by Collaborative Economics, Inc. with assistance from Center for the Continuing Study of the California Economy

<http://www.labor.ca.gov/panel/espcrepmonoinov.pdf>

**Appendix D: Creating a Workforce Transition System in California**

-Prepared for the California Regional Economies Project by Collaborative Economics, Inc. with assistance from Center for the Continuing Study of the California Economy and JK, Inc.

<http://www.labor.ca.gov/panel/espcrepmonocwts.pdf>

**Appendix E: Conditions of Competitiveness of California's Economy**

-Prepared for the California Regional Economies Project by Center for the Continuing Study of the California Economy

<http://www.labor.ca.gov/panel/espcrepmonocond.pdf>

**Appendix F: Governor's Principles to Ensure Workforce Excellence Policy** - National Governor's Association

[http://www.nga.org/nga/legislativeUpdate/1,1169,C\\_POLICY\\_POSITION^D\\_509,00.html](http://www.nga.org/nga/legislativeUpdate/1,1169,C_POLICY_POSITION^D_509,00.html)